
DATE: 02/18/93 SALES INFORMATION SYSTEM TIME: 08:41
SUBJECT: MC LANE / VOLUME LOSS SENDER: S. G. STEEN/#3622

TO: MR. R. C. FARMER

SUBJECT: MC LANE / VOLUME LOSS
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DEAR ROGER:

LISTED BELOW IS INFORMATION RELATIVE TO THE LOSS MC LANE-NORTHEAST WILL EXPERIENCE ONCE MC LANE-MIDWEST BEGINS TO SERVICE DAIRY MART, AS WELL AS THE STATES OF MICHIGAN, OHIO, CUYAHOGA COUNTY AND KENTUCKY.

THE NUMBERS USED TO DETERMINE THE LOSS WERE THE RETAIL SHARE-OF-MARKET CALCULATED BY TONY VARDE, JR. FOR A (20) WEEK PERIOD FOLLOWING THE INTRODUCTION OF MONARCH INTO DAIRY MART.

DAIRY MART - RJR SOM	-	42.06%
FULL PRICE SHARE	-	28.00%
SAVINGS SHARE	-	14.06%

ADDITIONALLY, 20% OF PENNSYLVANIA SHIPMENTS ARE ATTRIBUTED TO DAIRY MART STORES.

OHIO:	23,554 CTNS PER WEEK - RJR PRODUCT
CUYAHOGA COUNTY:	5,889 CTNS PER WEEK - RJR PRODUCT
MICHIGAN:	13,600 CTNS PER WEEK - RJR PRODUCT
PENNSYLVANIA:	4,823 CTNS PER WEEK - RJR PRODUCT

47,866 TOTAL RJR CTNS PER WEEK LOSS

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= 112 - 12M SAVINGS
689 - 12M FULL PRICE

798 - 12M TOTAL

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MC LANE-NORTHEAST CURRENTLY HAS NO FIRM DATE OF TRANSFER TO MIDWEST, HOWEVER, HOWARD QUOSS INFORMS ME OF A POSSIBLE DATE OF 4/15/93.

SINCERELY,

SCOTT

S. G. STEEN/DM

SGS:BD

S-2 MC LANE

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